



# List of 2014 Winter Olympics broadcasters

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The [2014 Winter Olympics](#) in [Sochi](#) will be televised by a number of broadcasters throughout the world. As with previous years, [Olympic Broadcasting Services](#) will produce the world feed provided to local broadcasters for use in their coverage. In most regions, broadcast rights to the 2014 and 2016 Olympics were packaged together, but some broadcasters obtained rights to further games as well, while in Australia, the 2014 Games were offered individually after all three major networks were unable to reach a deal for both.

## Broadcasters [edit]

In the [United States](#), the 2014 Winter Olympics were the first in a US\$4.38 billion contract with [NBC Sports](#), extending its broadcast rights to the Olympic Games through 2020 (with broadcast rights to Sochi valued at US\$775 million alone). As it did during the [2012 Summer Olympics](#) (which brought strong viewership, and ultimately turned a profit of \$88 million, unlike the [previous Winter Olympics](#), which resulted in a loss of US\$223 million), NBC offered live and tape-delayed coverage of events on television across its free-to-air network and a number of pay TV channels, and provided streaming of all events online and on mobile platforms to those who subscribe to the channels on participating pay television providers.<sup>[1]</sup> [ESPN](#) and [Fox Sports](#) made competing bids for 2014 and 2016 Games only, but were outbid by NBC.<sup>[2]</sup>

In [Europe](#), sports marketing agency [Sportfive](#) replaced the [European Broadcasting Union](#) as the sales agency of broadcast rights to the 2014 and 2016 Olympics in 40 European countries.<sup>[3]</sup> The IOC still separately negotiated broadcast rights in larger European countries such as the [United Kingdom](#), where after uncertainty over whether rights to the Games could be picked up by a pay television broadcaster such as [Sky Sports](#) (but shared with a free-to-air broadcaster to comply with the [laws forbidding](#) certain major sporting events from being exclusively broadcast on pay channels), the [BBC](#) announced prior to the [2012 Summer Olympics](#) that it would maintain exclusive rights to the Games through 2020.<sup>[4][5]</sup>

In [Australia](#), after several major commercial networks (among the only entities which can hold the rights due to similar [anti-siphoning laws](#)) pulled out of bidding on rights to both the 2014 and 2016 Games due to cost concerns (which included [Nine Network](#), who had lost AUD\$22 million on its joint coverage of the 2012 Games with [Foxtel](#), and [Seven Network](#), whose bid was rejected for being lower than what Nine/Foxtel paid), the IOC awarded broadcast rights to the 2014 Winter Olympics to [Network Ten](#) for AUD\$20 million; a fraction of the amount paid by Nine and Foxtel for their own coverage.<sup>[6][7][8]</sup>

In Canada, where the 2010 and 2012 Games were broadcast by a consortium of [Bell Media](#) and [Rogers Media](#) properties, the [Canadian Broadcasting Corporation](#) announced in August 2012 that it had acquired the Canadian broadcast rights to the 2014 and 2016 Games, returning the Olympics to [CBC Television](#) and [Ici](#)



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Radio-Canada Télé for the first time since 2008. While financial details were not announced, the CBC did state that it was a "financially and fiscally responsible bid", which would carry on the organization's 60-year history of Olympic broadcasting.<sup>[9]</sup> The CBC sub-licensed pay TV rights to TSN and Sportsnet (who served as the primary channels for pay TV coverage during the previous arrangement) in English, along with Réseau des sports and TVA Sports in French.<sup>[10][11][12]</sup>

IMG acquired the rights for in-flight and in-ship markets.<sup>[13]</sup>

Territory	Rights holder	Ref
 Albania	TVSH	[14]
 Argentina	TV Pública • TyC Sports	[15][16]
 Armenia	Armenia 1	[14]
Asia	Dentsu <sup>[i]</sup>	[17]
 Austria	ORF • ATV <sup>[ii]</sup>	[18]
 Australia	Network Ten	[19]
 Azerbaijan	iTV	[20]
 Belarus	Belteleradio	[21]
 Belgium	RTBF • VRT	[14][22]
 Bosnia and Herzegovina	BHRT • RTRS	[23][24]
 Brazil	Rede Globo (SporTV) • Rede Bandeirantes (BandSports) • Rede Record	[25][26][27]
 Bulgaria	BNT • TV+	[28]
 Canada	CBC • Sportsnet • TSN • RDS • TVA Sports	[10][11][12]
Caribbean	SportsMax	[29]
Central Asia	Dentsu <sup>[iii]</sup>	[30]
 Chile	UCV Television	[31]
 China	CCTV	[32]
 Chinese Taipei	ELTA	[33]
 Colombia	Citytv Bogotá <sup>[iv]</sup>	[34]
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 Czech Republic	ČT • TV Nova • Český Rozhlas	[35]
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	Georgia	GPB	[28]
	Germany	ARD • ZDF • Sport1[v]	[41][43]
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	Hong Kong	TVB	[44]
	Hungary	MTVA	[45]
	Iceland	RÚV • 365	[28]
	Ireland	RTÉ	[46]
	Israel	Sport 5	[47]
	Italy	Sky Italia • Cielo • RAI[vi]	[39][48][49]
	Japan	Japan Consortium	[50]
	Kazakhstan	Khabar	[51]
	Kyrgyzstan	KTRK	[52]
Latin America[vii]		América Móvil • DirecTV • ESPN • Fox Sports	[53][54] [55][56]
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	Lithuania	LNK • Lietuvos rytas TV • MTG	[37][38]
	Luxembourg	CLT-UFA	[28]
	Macedonia	MPT	[14]
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	Mexico	América Móvil • Canal 8 • Canal 22	[57][58]
Middle East		ASBU • OSN	[59][60]
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	Russia	C1R • VGTRK • NTV Plus	[72]
	Serbia	RTS	[28]
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	South Asia	STAR Sports 4 <sup>[ix]</sup>	[77]
	South Korea	KBS • MBC • SBS	[65][78][79]
	South Sudan	SSTV	[14]
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	United States	NBCUniversal	[87]
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## Notes

- i. ^ Rights in [Afghanistan](#), [Brunei](#), [Cambodia](#), [Chinese Taipei](#), [East Timor](#), [Indonesia](#), [Iran](#), [Laos](#), [Malaysia](#), [Mongolia](#), [Myanmar](#), [Papua New Guinea](#), [Singapore](#), [Thailand](#) and [Vietnam](#); to be resold to local broadcasters.
- ii. ^ [ATV](#) will only broadcast the opening and closing ceremonies.
- iii. ^ **a b** Rights in each country to be resold to local broadcasters.
- iv. ^ Only highlights programme and a few events on tape-delay.
- v. ^ [Sport1](#) will broadcast the hockey tournaments through a sub-licensing deal with both ARD and ZDF.
- vi. ^ Only highlights programme.
- vii. ^ Rights in [Argentina](#), [Bolivia](#), [Chile](#), [Colombia](#), [Costa Rica](#), [Dominican Republic](#), [Ecuador](#), [El Salvador](#), [Guatemala](#), [Honduras](#), [Nicaragua](#), [Panama](#), [Paraguay](#), [Peru](#), [Uruguay](#) and [Venezuela](#), except Brazil.
- viii. ^ Rights in [Cook Islands](#), [Fiji](#), [Kiribati](#), [Marshall Islands](#), [Federated States of Micronesia](#), [Nauru](#), [Niue](#), [Palau](#), [Samoa](#), [Solomon Islands](#), [Tonga](#), [Tuvalu](#) and [Vanuatu](#).
- ix. ^ Rights in [Bangladesh](#), [Bhutan](#), [India](#), [Maldives](#), [Nepal](#), [Pakistan](#), and [Sri Lanka](#).

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